



## Factors Influencing the Decision in Using a Novel Reading Application of the Generation Y and Z

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### Abstract

The purpose of this study was to find factors affecting the decision in using a novel reading application of the generation Y and Z. The studied factors were personal factors, novel reading behaviors, and current marketing mix. The data utilized in this study were primary data obtained from collecting online questionnaires of 400 readers, who read the novels from books and applications, during February to March, 2022, and the data was analyzed by a logit model. The results found that the factor that had an effect on the decision in using the novel reading application of the generation Y and Z were genders, age, average time in reading each novel, influencing people toward the decision, product and marketing promotion factors. The novel reading application's entrepreneurs, marketing department, and other related people can use the results of this study as a guideline to improve the service, as well as setting marketing strategies to meet with the needs of the target groups which is changing rapidly due to the globalization trends, so that they can acquire more customer and more services in the future.

**Keywords:** 1) Novel Reading Application 2) Decision 3) Generation Y 4) Generation Z

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## Introduction

Nowadays, the Internet has had a significant effect on influencing lifestyle behaviors. According to 2021 statistics, there were 59 million internet users in Thailand, or 84.28% of the overall population of 70 million individuals (Digital Economy Promotion Agency, 2021, p. 2). In 2020, there were 75.34% internet users, an 8.94% rise (National Statistical Office Thailand, 2020, p. 19), demonstrating that the Thai population is increasingly using the internet every year.

According to a survey of internet usage among Thai people classified by generation, Generation Z (aged 13-24 years) had the most internet usage at 12 hours and 5 minutes, followed by Generation Y (aged 25-42 years) with 11 hours 52 minutes, Generation X (aged 43-57 years) with 9 hours 12 minutes, and baby boomers (aged 58-74 years) with 6 hours 21 minutes (Electronic Transactions Development Agency, 2021, p. 2). The rising usage of the internet might be attributed to the fact that technology has grown more involved in life, making it more comfortable. As a consequence, the population changes in lifestyle. A survey of internet usage activities in 2021 revealed that reading news, articles, and e-books rank fourth (Electronic Transactions Development Agency, 2021, p. 4). Data from a survey of Thai people's reading habits (all types of books) in 2018 revealed that the Thai population chooses to read books at a rate of 24.6% and electronic books at a rate of 75.4%, compared to 2015 when the rate of reading was 45.1% read in physical books and 54.9% read electronic books from a sample of 55,920

people (Thailand Knowledge Park, 2018, p. 3). These stats indicated that the Thai population has been reading fewer books, while the popularity of reading electronic books has grown.

The statistics of the 2020 research indicated that roughly 5 million users were utilizing the service, whereas Thailand's total population is 69.8 million. Individuals who used an app to read novels in 2020 were compared to the total population (Dek-D, 2020, pp. 1-3), it was discovered that the number of users in Thailand is 7.16%, and the 2021 survey discovered that there were 5.05 million users, while the total population in Thailand was 70 million, a 0.05% growth rate from 2020. Users who use the application to read novels with the total population discovered that there were 7.21% in 2021. (Dek-D, 2021, pp. 2-4). Based on the aforementioned statistical data, novel reading applications have an average growth rate of 0.05% from 2020 to 2021, revealing a growing gap in the novel reading application industry when compared to Thailand's current population.

For novel reading applications entrepreneurs to enhance the market's growth rate and expand their user base. Hence, it is vital to investigate the variables influencing the choice of the following main groups of clients: Generation Y and Generation Z, in order for the marketing department or those engaged to build marketing strategies and relevant activities. It is also used to develop and enhance services, such as developing marketing strategies based on the demands of the target group in order to increase the number of customers who utilize more services.



## Objective

To study the personal aspects, habits, and marketing mix that influence the choice to use a novel reading application service, and to apply the research findings to people who do business with novel reading applications or are interested in doing business with novel reading applications. It is also used as a guideline for developing strategies and marketing plans in order to compete and build methods for satisfying consumers who choose to use the novel reading application service.

## Literature Review

Demographic notions are defined by demographic variables such as age, gender, income, and education. These are standard market segmentation criteria. Demographic variables are key attributes that assist identify the selection behavior of Generation Y and Generation Z populations in innovative application selection behavior, as well as being simple to define the target market to increase the service base of nowadays customers.

The marketing mix notion is critical in marketing operations. It is a factor that can be changed. It essentially comprises four major factors: product, price, place, and promotion, which are referred to collectively as the 4Ps. However, for service organizations, the marketing mix will include three extra components: People, Physical Evidence and Presentation, and Process, which are referred to as the 7Ps (Rueangruchira, 2000, p. 29). Marketing mix for service businesses consists of 7 factors:

1. Product: What the seller has to provide the client, which must fulfill client's

expectations.

2. Price: The price of the customer's product compared between its value and the price of that product.

3. Place: The environment in which products are presented or sold to customers, both in terms of location and channels for presentation or sales channels.

4. Promotion: It is a tool for informing customers regarding various news in order to increase their interest in the product.

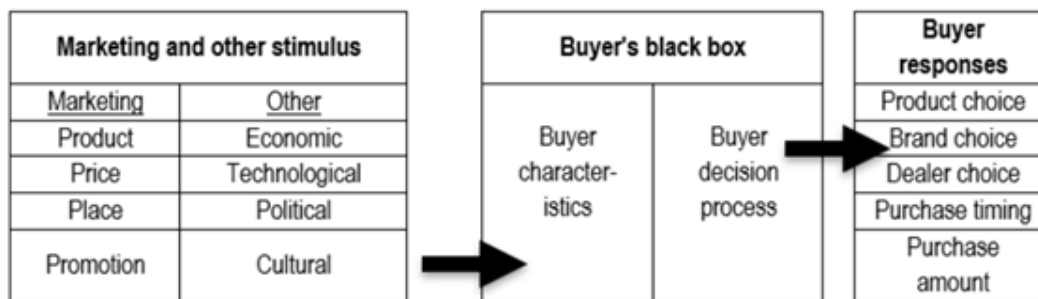
5. People: Store owners or dealers must be able to consistently satisfy their consumers and create positive connections with them.

6. Physical Evidence and Presentation: It is to build and portray physical features to clients in order to impress them.

7. Process: It is a customer service activity that incorporates tactics and activities to impress consumers.

The 7 factors listed above could affect or influence the behavior of clients while choosing services.

Consumer behavior theory relates to human actions that are performed unintentionally. Human expressions or behaviors can have an impact on marketing (Foxall & Sigurdson, 2013) derived from a stimulus that creates demand that leads to a product purchasing decision. The stimulus that fills the consumer's thoughts is analogous to a black box (Buyer's Black Box) that neither the manufacturer nor the seller can foresee. Buyer's Response or buyer's decisions impact consumer attitudes and result in a reaction (Sereerat, 1995 as cited in Sai-Kham, 2009, p. 8), as illustrated in Picture No. 1.



**Picture No. 1** Consumer Behavior Model

Source: (Kotler and Armstrong, 2004 p. 270)

## Related Literature

There have previously been studies on the factors influencing the buying choice of different products and services, including those influencing the purchasing decision of electronic books (E-Books). This study used questionnaires to obtain data from a sample group of 427 e-book purchasers. The research discovered that variations in gender, age, marital status, career, income, and level of education revealed significant differences in purchase decisions when examined using Independent-Samples T-Test and One-Way ANOVA at a significance level of 0.05. In other words, because of their favorable attitude about reading, the female group made more purchase decisions. buy incentives and spend more time reading than men on average. In terms of age, older people were found to be more inclined to purchase e-books than younger ones. So, because the sample group purchased novels and translated literature, older adults read more of these sorts of books than younger people. The choice to buy e-books is more influenced by marital status since married people have a lot of duties to their families with less free time than singles. E-books that can be quickly read and purchased have a bigger influence on married people's shopping decisions than

single individuals. Higher-income employees, private enterprises, and civil servants made more purchases than low-income students, which is consistent with the income characteristics that impact buy decisions. Higher-income individuals make more purchasing selections. Higher education differences influence purchase decisions as well. People with higher education make more purchasing decisions than people with lower levels of education. In terms of marketing mix characteristics, basic process elements impact purchase decisions. In terms of distribution methods that are easily accessible and rapid. The low-cost component contributes to cost savings. The convenience and storage factor of an e-book will aid with storage concerns. Personnel considerations and the idea that there will be no negative consequences to opting for an e-book instead. Books with good care and response from professionals, as well as convenient online or application features. Marketing promotion factors, writer and publisher factors, and format and attractiveness factors were not proven to affect e-book purchases. (Jubanjong, 2017, pp. 101-109) The second study was on the factors that influence individuals' intentions to use e-books for learning. The major aim was to investigate the factors that influence individuals'

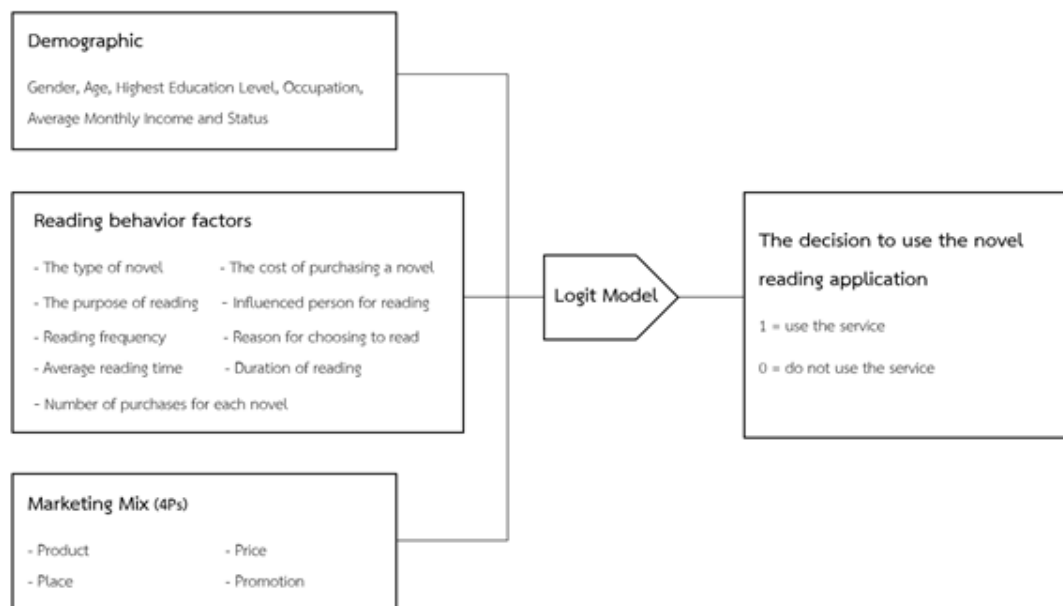


intentions to use e-books for learning. There were three aspects of the factors studied: performance expectations, usage expectations, and social influences. A questionnaire was distributed to 404 undergraduate students, and the data were evaluated using descriptive statistics and multiple regression analysis. The results showed that the usage expectation factor, social influence factor, and performance expectation factor had a statistically significant effect on the intention of using e-books for learning at 0.05 (Khongthawisak, 2014, p. 43). The third research linked to this study examined the variables influencing the purchase behavior of electronic books (E-Books), fiction genres, and literary pieces for Bangkok customers. This was a study that collected 400 surveys and utilized multiple regression analysis. Distinct demographic parameters such as gender, age, marital status, employment, income level, and educational level of consumers strongly affected different e-book purchasing decisions, according to the results. In terms of marketing mix characteristics, the factors that impact purchase decisions are basic process factors. Simplicity of use, quick and simple access to distribution channels, low-cost component helps in cost savings, usability factor, and e-book storage help in issue solving. Personnel factor and the expectation that there would be no unfavorable difficulties when selecting e-books over physical books with good personnel response, and website or app aspects that are simple to use. The marketing promotion factor was found to have no effect on the choice to purchase e-books. (Kiatcharunsiri, 2019, pp. 77-103). The fourth

research related to the study examined the factors influencing digital customers' purchase decisions via online application (Lazada) in Bangkok. The data were analyzed using multiple regression analysis after samples were obtained from 400 surveys. According to the results, the marketing mix factors that impact the choice to acquire items via online applications (Lazada) include two factors: Marketing promotion factors; there are usually discounts on purchases and promotions and events to engage in the app in the app store area. Another factor is the product factor; there is enough diversity in the application's offerings to fulfill the demands of consumers. Price, distribution channel, and privacy factors have no effect on digital customers' purchase decisions via online application (Lazada) in Bangkok. (Hongyont, 2019, pp. 35-50).

### Conceptual Framework

The researcher used the data studied from the literature review and from the study of related concepts and theories to determine the conceptual scope of the research, the factors influencing the decision to use the novel reading application service among the population: Generation Y and Generation Z by assigning independent and dependent variables with details as shown in Picture No. 3.



Picture No. 3 Conceptual Framework Used in Studying

## Methods

The factors influencing the decision to use the novel reading application of Generation Y and Generation Z populations in this study were based on primary data from an online questionnaire distributed to a group of novel readers in Thailand whose age range is Generation Y and Generation Z for an unknown population. As a consequence, the scientists used the Cochran procedure to determine the sample designation based on the unknown population (Cochran, 1977, pp. 164-187) at 5% error by non-probability sampling, and accidental Sampling is the collection of data from as many samples as possible until the desired number is reached. There are no definite regulations. The surveys are mostly circulated via Facebook and Twitter, and they are used to collect data. The questionnaire tool is divided into 3 parts, as follows:

Part 1: Demographic Inquiry Information

Part 2: Inquiries regarding actions that affect a person's decision to read a novel

Part 3: Inquiry information regarding the role of marketing mix in influencing Generation Y and Generation Z novel reading application decision-making based on marketing mix principles and theories comprises product, pricing, distribution place, and marketing promotion. The questionnaire was a 5-level assessment based on the Likert Scale concept, consisting of 5 levels: most, high, medium, low, and least.

A total of 466 surveys were distributed via social media. Screening questions were included in the questionnaires to identify only the sample groups whose age ranges were in Generation Y and Generation Z. Examples of novels read both in physical books and through applications, for a total of 400 samples from a variety of concepts and theories, including demographics, consumer behavior theory, and marketing mix theory. This enables



the researcher to construct a model by identifying variables such as personal aspects, novel reading habits, and marketing mix components in order to examine the factors impacting the decision to utilize the application service. The Logit Model was used to analyze multiple regression equations with just two dependent variables: 1, selecting the novel reading application service and 0 implies no novel reading application service, and independent variables were allocated according to the conceptual

framework utilized in the study (Picture No. 3).

The model utilized in the study is as follows:

$$\ln\left(\frac{p}{1-p}\right) = \beta_0 + \beta_1 \text{gen}_i + \beta_2 \text{age}_i + \beta_3 \text{freq}_i + \beta_4 \text{time}_i + \beta_5 \text{influ}_i \\ + \beta_6 \text{product1} + \beta_7 \text{product2} + \beta_8 \text{product8} + \beta_9 \text{price1} \\ + \beta_{10} \text{price2} + \beta_{11} \text{price4} + \beta_{12} \text{place1} + \beta_{13} \text{promotion1} \\ + \beta_{14} \text{promotion5} + \varepsilon$$

Particularity, the variables used to study the factors influencing the selection of novel reading application services of Generation Y and Generation Z populations were determined as shown in Table No. 1.

**Table No. 1** Description of the variables used in the study

Variable	Meaning	Note
P	Prob (Y=1) Probability of deciding to use the novel reading application for Generation Y and Generation Z populations.	
$\ln\left(\frac{p}{1-p}\right)$	The decision to use novel reading application.	1 = use the service 0 = do not use the service
$\text{gen}_i$	Gender When i = 1,2,3	[base group = Female] gen2 = Male gen3 = LGBTQ+
$\text{age}_i$	Age When i = 1,2,3	[base group = 25 - 30 years] age2 = under 18 years age3 = 18 - 24 years age4 = 31 - 36 years age5 = over 36 years
$\text{freq}_i$	Frequency of reading novels When i = 1,2,3	[base group = 2 - 3 times a day] freq2 = more than 1 time per day freq3 = 1 time per day freq4 = 4 - 6 times per day freq5 = 1 time per week freq6 = 2 - 3 times per week freq7 = 1 time per month freq8 = 2 - 3 times per month
$\text{time}_i$	Average duration of each reading When i = 1,2,3	[base group = less than 2 hours] time2 = 3 - 5 hours time3 = 6 - 10 hours

Variable	Meaning	Note
influ <sub>i</sub>	Influenced person to read a book When i = 1,2,3	[base group = own self] influ2 = lover, husband, wife influ3 = friend influ4 = relatives, siblings influ5 = chief influ6 = acquaintance
product1	Interactive Media contents making the application more interesting.	Based on opinion scores 1-5
product2	The reading style is easy to use.	Based on opinion scores 1-5
product8	There are novel categories to meet the needs of users.	Based on opinion scores 1-5
price1	Prices are reasonable for quality and content.	Based on opinion scores 1-5
price2	Easy-to-use payment methods such as Google Play, Credit Card, etc.	Based on opinion scores 1-5
price4	The price is clearly stated	Based on opinion scores 1-5
place1	The application can support all operating systems.	Based on opinion scores 1-5
promotion1	Novels are offered at regular times, such as every 12 hours.	Based on opinion scores 1-5
promotion5	Able to try reading sample before buying.	Based on opinion scores 1-5
$\varepsilon$	Error term	

## Results

According to a research of 400 people who read novels in Generation Y and Generation Z populations, 143 respondents (36.75%) decided to read novels through physical books, while 253 people (63.25%) preferred to use the novel reading application. According to personal attributes, the majority of women were 273 individuals, representing 68.3%, while the majority of the age ranged from 25-30 years, 186 individuals, representing 46.5%. A degree was the greatest level of achievement. The number of bachelors was 271 individuals, accounting for 67.8%, the number of singles was 285 individuals, accounting for 71.3%, the occupation of employees of private companies was 144 individuals, accounting for 36%, and

the average monthly income at 20,001-30,000 baht, with 122 people accounting for 30.5%. The majority of the sample group recognized books via online social media of 251 individuals, representing 62.7%, and the frequency of reading novels 2-3 days, 87 individuals, representing 21.8%, for the decision-making behavior of the population of Generation Y and Generation Z. The average reading time was 1-2 hours, with 231 individuals accounting for 57.8%. The bulk of book reading sessions occurred before sleep, with 118 individuals accounting for 29.5%. Chose themselves as the person who influenced the reading of novels were at 259 people or 64.8%. The average number of novels purchased every month was one, with 111 individuals accounting for 27.8%.





The average cost of purchasing a novel is 200-500 baht, with 192 individuals accounting for 48%. The detective novel was chosen by 198 individuals, accounting for 49.5% of those who read the novels, and the reason for reading the novel was because the cover photo was attractive and made them want to read, with 216 individuals accounting for 54%. Moreover, The sample group's marketing mix factor prioritized the distribution channel factor with

an average of 4.38, followed by the marketing promotion factor with an average of 4.36, the price factor with an average of 4.31 at the highest level, and the product aspect with an average of 4.30 at the highest level. Table No. 2 shows the findings of a logistic model study of factors impacting the selection of a novel reading application service by the Generation Y and Generation Z populations.

**Table No. 2** Results of multiple regression analysis with logit model

Variable	Coefficient ( $\beta$ )	Standard Deviation ( $S_b$ )	Z-stat	p-Value	Marginal Effect
Constant	4.326	1.852	2.34	0.020	
Gender	[base group = Female]				
Male	-0.692	0.307	-2.25	0.024*	-0.1460
LGBTQ+	2.493	1.103	2.26	0.024*	0.2554
Age	[base group = 25 – 30 years]				
under 18 years	-0.708	0.690	-1.03	0.305	-0.1587
18 - 24 years	0.457	0.360	1.27	0.204	0.0869
31 - 36 years	-0.123	0.403	-0.30	0.761	-0.0250
over 36 years	-2.181	0.956	-2.28	0.022*	-0.4964
Reading Frequency	[base group = 2 - 3 times per day]				
more than 1 time per day	-1.792	0.934	-1.92	0.055	-0.4192
1 time per day	-0.791	0.522	-1.51	0.130	-0.1765
4 - 6 times per day	-0.266	0.416	-0.64	0.523	-0.0551
1 time per week	-0.475	0.431	-1.10	0.270	-0.1007
2 - 3 times per week	0.676	0.504	1.34	0.179	0.1199
1 time per month	1.142	0.925	1.23	0.217	0.1733
2 - 3 times per month	1.591	1.111	1.43	0.152	0.2202
Average reading time	[base group = less than 2 hours]				
3 - 5 hours	1.371	0.810	1.69	0.000*	0.1920
6 - 10 hours	1.212	0.334	3.63	0.091	0.2176
Influenced person for reading	[base group = own self]				
lover, husband, wife	0.750	1.014	0.74	0.460	0.1246

Variable	Coefficient ( $\beta$ )	Standard Deviation ( $S_b$ )	Z-stat	p-Value	Marginal Effect
friend	1.063	0.445	2.39	0.017*	0.1803
relatives, siblings	0.432	0.701	0.62	0.537	0.0786
chief	0.252	1.225	0.21	0.837	0.0476
acquaintance	1.135	0.707	1.61	0.108	0.1755
Product Factor					
Interactive Media contents making the application more interesting.	-1.084	0.586	-1.85	0.065	-0.2168
The reading style is easy to use.	0.542	0.365	1.49	0.137	0.1084
There are novel categories to meet the needs of users.	-1.155	0.289	-3.99	0.000*	-0.2309
Price Factor					
Prices are reasonable for quality and content.	0.519	0.451	1.15	0.250	0.1037
Easy-to-use payment methods such as Google Play, Credit Card, etc.	-0.215	0.371	-0.58	0.563	-0.0429
The price is clearly stated	-0.684	0.267	-2.56	0.069	-0.1368
Distribution Channel Factor					
The application can support all operating systems.	0.002	0.427	0.01	0.996	0.0004
Marketing Promotion Factor					
Novels are offered at regular times, such as every 12 hours	0.280	0.467	0.60	0.549	0.0559
Able to try reading sample before buying	0.795	0.294	2.70	0.007*	0.1590
LR Chi2 = 177.47 Prob (chi2) = 0.0000 Overall Percentage Correct = 79.75%					

**Note :** \* means statistically significant at the 0.05 level.

\*\* means the model was evaluated for Multicollinearity when the correlation between all pairs of independent variables was less than 0.80.



The LR Chi2 was 292.32 and the Prob (chi2) was 0.000 based on the logit model test findings. This implies that the model could describe the factors influencing Generation Y and Z's decision to utilize the novel reading application service were statistically significant at 0.05. Factors that can explain Generation Y and Generation Z's probability of using a novel reading application were significant at the 0.05 level, including:

Gender individual factors could explain the probability of using the novel reading application among Generation Y and Generation Z populations at a significance level of 0.05. It found that males are 14.60% less likely to use the service than females, and LGBTQ+ was 25.54% more likely to use a novel reading application than females. These results suggest that males are less likely to use novel reading applications than women, and LGBTQ+ are more likely to use novel reading applications than females.

At a significance level of 0.05, individual age variables might explain the probability of using the novel reading application among Generation Y and Generation Z populations.

It found that people over the age of 36 are 49.64% less likely to use the service than those aged 25 to 30.

At a significance level of 0.05, the median time of reading behavioral factors might explain the chance of using the novel reading application among Generation Y and Generation Z populations. It found that Those who read a novel for 3-5 hours were 19.20% more likely to use a novel reading app than those who read for less than 2 hours.

At a significance level of 0.05, the individual behavioral characteristics impacting fiction reading decisions might explain the probability of using the novel reading application among Generation Y and Generation Z. Those who had a friend as a person who influenced their decision to read a book were 18.03% more likely to attain a novel reading application than those inspired by own self

The application product marketing mix factor contains customized novel categories that may match the needs of users, which can explain the probability of a population's decision to pick a novel reading application service. Generation Y and Generation Z reduce the probability of using a novel reading application by 23.09%.

Before making a purchase, the product marketing mix factor might attempt to read some of the stories. At the statistical significance level of 0.05, the probabilities of the Generation Y and Generation Z populations' decision to adopt the unique application service could be explained. This results in a 15.50% increased probability of using a novel reading application service.

At the statistical significance level of 0.05, the other factors could not explain the probability of the Generation Y and Generation Z populations choosing the novel reading application service.

According to this study's logistic model test, the Overall Percentage Correct was 79.75%, indicating that the model could describe the probability of choosing a novel reading application of Generation Y and Generation Z populations accounted for 79.75%.

**Table No. 3** Test for Multicollinearity Problems

	gender	age	freq	time	influ	product1	product2	product8	price1	price2	price4	place1	promotion1	promotion5
src														
gender	1													
age	0.0077	1												
freq	0.0421	-0.2117	1											
time	0.0135	0.0048	-0.3717	1										
influ	-0.0259	-0.0442	0.0461	0.0376	1									
product1	-0.0945	0.1117	0.145	-0.1192	0.0855	1								
product2	0.0125	-0.0037	-0.0067	0.058	0.1122	-0.2435	1							
product8	0.03	0.0928	0.009	-0.061	0.0187	0.0808	-0.194	1						
price1	-0.0127	-0.0466	0.0268	-0.0259	-0.077	-0.2645	-0.2187	-0.1281	1					
price2	-0.0138	0.1013	-0.094	0.0591	-0.0875	-0.1236	-0.293	0.0096	0.1423	1				
price4	0.0586	0.1458	0.0382	0.0152	-0.0759	-0.1556	0.0487	-0.1779	-0.0333	-0.1043	1			
place1	-0.0727	-0.0459	-0.0364	-0.0266	0.1428	-0.116	0.0663	0.0189	-0.344	-0.1479	-0.1227	1		
promotion1	-0.0172	-0.0078	-0.0996	0.1375	0.0487	-0.01356	-0.0016	-0.1698	-0.2735	-0.1846	-0.024	-0.0616	1	
promotion5	-0.0217	0.1236	-0.0014	0.0107	-0.1334	-0.1865	-0.011	-0.0685	0.0826	-0.0612	0.0574	-0.3007	-0.1878	1



Table No. 3 may be used to ensure that independent variables should not be associated and to solve multicollinearity concerns by checking the correlation between the variables (Paire-Wise Correlation). If any pair of variables have a high correlation, it indicates that the pairings are likely to be correlated. As a general guideline, the correlation between two variables should not be more than 0.80; otherwise, multicollinearity issues may arise, or the variables employed are too connected. This will result in an incorrect equation result. This model, however, has been tested. As demonstrated in Table No. 3, the correlation between all pairs of independent variables is not more than 0.80, indicating that this model does not have multicollinearity concerns (Pituch and Stevens, 2016 pp. 76-77).

### Conclusion and Discussion

This study analyzed the probabilities of the Generation Y and Generation Z population's decision-making in choosing a novel reading application in order to use for scheduling marketing plans and planning out marketing strategies for consumer novel reading behavior in line with the demands of sellers who want to do business in order to produce profits and fulfill customers' expectations to be more contemporary in the current age.

With a statistically significant threshold of 0.05, the logit model may explain the factors influencing the decision to use the novel reading application of Generation Y and Generation Z as follows: Gender, age, average time spent reading each time, and the person who influenced the decision to read a novel, including

product and marketing promotion factors. That is to say, females and LGBTQ+ genders are more likely to use novel reading applications than males since the interest in reading novels within the application may not be responsive to males because the interest in the novel is still less when compared to females or LGBTQ+ genders. Moreover, in some genres of novels, such as fighting, or investigative, there may not be enough variety in the application because the current trend in the novel market is mainly focused on romance, dramas, boy love, and fan fiction. Females are more likely to use e-books than males, according to data from (Jubanjong, 2017, pp. 101-102). Females made more purchasing decisions because of their positive reading attitudes, motivation to buy, and average time spent reading more than males. People over the age of 36 are less likely to use novel reading applications than those between the ages of 25 and 30, indicating that their reading preferences and usage of technology are different. People over 36 years of age prefer to read a physical book for the reason that reading them is easier with gentle to the eyes and less hassle to download the application to their device which the application may not meet the needs of people over 36 years old both in use and the habit of reading novels through the book. This contradicts a study by (Jubanjong, 2017, p. 102) that older people are more likely than younger people to buy e-books since the sample purchases novels and translated literature. These books are read by older people more than by younger people. However, it is consistent with the findings of (Kiatcharunsiri, 2019, p. 98) who discovered

that those aged 20-30 are more likely than those aged 31 and older to purchase electronic books (e-books) in the genres of fiction and literary. In terms of average reading duration, it was discovered that individuals who read an average of 3-5 hours of novels were more likely to use a novel reading application than those who read less than 2 hours. Long periods of reading will necessitate the comfort of reading. As a result, the application in the smartphone or a device that supports a novel reading application that is portable, so it is appropriate for reading. In addition, People who were influenced by their peers in deciding to use a fiction reading app were more likely to use a fiction reading app than themselves. Because readers have been told about new applications by friends, there is a range of features that can be useful to them. Whether it is in terms of ease of use, user-friendly screen design, being able to store fiction files in the device without having to carry a book, or a function to switch screens during reading, which shows the convenience and advantages of reading novels through the application based on a friend's recommendation.

As for the product marketing mix of applications, there are innovative categories based on user demands that may suit those needs, resulting in a drop in the usage of novel reading applications. Because in certain applications, there will be a highlight of the fiction genre contained inside the application, and at the moment, the platform will bring down most of the love novels or translated novels, which may still be insufficient to address the readers' needs. This is similar to the findings of

(Hongyont, 2019, p. 47) research, which discovered that the diversity of goods in the application that is sufficient to fulfill the demands of users leads to higher application usage.

Furthermore, in terms of application marketing promotion, the ability to attempt reading samples before purchasing will result in a more likely decision to use novel reading applications. Since the application is currently available for free reading at any time or can be read for free from the start of the story, as opposed to reading a book where the book can only read the synopsis on the back of the cover. As a result of these factors, users will be able to get to know certain aspects of the novel before making a purchase.

### **Limitations and Future Research**

1. Only participants from Generation Y and Generation Z were examined in this study. In the future, samples from different generations might be analyzed to provide more precise study results.

2. The variables in each aspect should be investigated in more depth, and the questionnaire should include a broader range of questions.

### **Suggestions**

The findings of this study can serve as a guide for operators of novel reading applications, or the marketing department, including those participating in the process, can apply the results to design policies to improve the efficiency of current or newly produced novel reading applications, and may apply the study's findings to develop marketing strategies



to better match the expectations of today's users. The following are the study's recommendations:

1. Since most applications will focus on the genre of romance novels or drama novels, the kind of fiction should be filled according to the demands of the reader. In this portion, it was discovered through the study that the novel genre does not suit the demands of the readers, and the application should bring the books that are trendy at the time in order to increase the user base.

2. There should be instructional resources for using the application, such as vid-

eos or guides. So that readers can suggest their friends, this will increase the service base in the future.

3. People who manage businesses or are interested in the novel reading application industry should conduct more research to determine if persons over the age of 36, female, and LGBTQ+ people choose to read fiction through their preferred applications on what kind of novels they read in order to take advantage of the data in the application such as adding new novel genres to broaden the user base. In addition to strengthening the book reader's abilities in a number of genres.

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